**(410) Graphic Design Promotion (S | PS)**

**Judge Number**   **Contestant Number**

**Technical Scoring Rubric**

|  |  |  |
| --- | --- | --- |
| Contestant Violated the Copyright and/or Fair Use Guidelines | Yes (*Disqualification*) | No |
| If yes, please stop scoring and provide a brief reason for the *disqualification* below: | | |
| Contestant followed topic | Yes | No  (*Disqualification*) |

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| --- | --- | --- | --- | --- | --- |
| **Items to Evaluate** | **Below Average** | **Average** | **Good** | **Excellent** | **Points Awarded** |
| Contestant submitted the correct information and in the correct format.   * [[Individual Entry Form](http://www.bpa.org/sdownload/2018-19_IND_ENTRY_FORM.pdf)](http://www.bpa.org/sdownload/2019-20_Team_Entry_Form.pdf) – PDF format (must be keyed, but does *not* have to be signed for pre-submission) * [Signed Released Form(s)](http://www.bpa.org/sdownload/2019-20_Release_Form.pdf) * Flyer – PDF, JPG or PNG Format * Logo (4” x 4”) – PDF, JPG or PNG Format * Logo (2” x 2” pin size) – PDF, JPG or PNG Format * Works Cited formatted according to the BPA Style & Reference Guide   ***All points or none are awarded by the Technical Judge.*** | | | | 10 |  |
| Design demonstrates awareness of target audience | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Contestant-generated logo shows imagination, creativity and originality | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Design gains attention and has eye appeal | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Generated theme promotes NLC | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Effectiveness (easily understood, motivational, & accurate) | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Design is effective and consistent in graphic and theme for logo, pin, and poster | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Followed Basic Principles of Typography | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Color selection was appropriate for theme | 1-5 | 6-10 | 11-15 | 16-20 |  |
| BPA logo and tagline appear on flyer – 10 points **(all or nothing)** |  |  |  | 10 |  |
| Contestant-generated logo is effective when reduced to trading pin size – 10 points **(all or nothing)** |  |  |  | 10 |  |
| BPA logo and tagline meet the [[[Graphic Standards](http://www.bpa.org/sdownload/2018-19_SPS_Graphic_Standards.pdf)](http://www.bpa.org/sdownload/2018-19_SPS_Graphic_Standards.pdf)](http://www.bpa.org/sdownload/2019-20_SPS_Graphic_Standards.pdf) as outlined in the [[[*Style & Reference Manual*](http://www.bpa.org/sdownload/2018-19_SPS_Style_Reference_Manual.pdf)](http://www.bpa.org/sdownload/2017-18_SPS_Style_Reference_Manual.pdf)](http://www.bpa.org/sdownload/2019-20_SPS_Style_Reference_Manual.pdf) – 10 points **(all or nothing)** |  |  |  | 10 |  |
| **TOTAL TECHNICAL POINTS (190 points maximum)** | | | | |  |